

# **NUTRI-SPEC**



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## **THE NUTRI-SPEC LETTER**

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From:  
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Dear Doctor,

### **WE OWE YOU.**

In good faith you have invested time and money in NUTRI-SPEC. What are you entitled to in return? First and foremost, you have paid for the right to have your clinical nutrition needs taken seriously. You have given us your trust because ...

### **WE HAVE PROMISED YOU ...**

unique products and personalized guidance. If you make a substantial commitment, we owe you an equal level of commitment so you can ...

### **BUILD YOUR DREAM PRACTICE ...**

enriching yourself as you enrich your patients.

### **COMMITMENT ...**

is the key concept here. For over 25 years, NUTRI-SPEC has made an incredibly intense commitment to you (--- “you” in a collective sense --- meaning, all NUTRI-SPEC practitioners). The guiding light in NUTRI-SPEC’s commitment to you has been in the development of a unique objective testing system. We have offered you the antithesis of health food store, naturopathic, disease-specific nutrition. Our focus has been on using validated science so that you can serve a large number of patients with individualized patient-specific metabolic therapy.

But --- if NUTRI-SPEC has been so intensely committed to you, how is it we now introduce this Letter with, “We owe you.”? We have a debt to

pay you because NUTRI-SPEC has fallen short in giving you an objective testing system that is user-friendly and broadly applicable. So, while the science has been put at your disposal, the means to implement that science have been lacking. --- After all, commitment is a value-for-value exchange. What good is NUTRI-SPEC's commitment to science-based Metabolic Therapy if our products and services do not add value to your life?

Now, with the new, simpler, quicker test procedures given to you over the last few months, you are finally having your clinical nutrition needs taken seriously. You need more than mere scientific theory; --- you need a therapeutic system enabling you to earn tens of thousands of dollars (or hundreds of thousands, if you are willing to make that level of commitment), in return for enriching your patients' lives in equal measure. Yes, with your completely revised, streamlined, and diverse systems of applying NUTRI-SPEC Metabolic Therapy, you can earn the life-long commitment and the undying gratitude of as many patients as you can comfortably serve.

So now, you have this concept of commitment flowing in 2 value-for-value exchanges. You have NUTRI-SPEC's commitment to you, which we promise will more than match your commitment to us. You also have your commitment to your patients, which you promise them will more than match the commitment they are willing to make to their own health.

### **COMMITMENT LEVELS**

We owe you. NUTRI-SPEC now promises to match in a way that enriches YOUR life, your commitment to NUTRI-SPEC. So ask yourself, what level of commitment do you want to make to Metabolic Therapy?

- Do you want to add several hundred thousand dollars per year to your income? We at NUTRI-SPEC will knock ourselves out supporting your efforts to make that possible.
- Do you want to just nibble at clinical nutrition, by encouraging patients to Eat Well – Be Well, and by supplementing with Activator and Mighty Mins --- the most extraordinary nutrition foundation available for a family practice? We will devote whatever resources are necessary to support that level of commitment.
- Do you want to begin dabbling in Metabolic Therapy on select patients --- implementing Sympathetic/Parasympathetic Support System or Barrier Busters Analysis? You will be amazed at how much time and energy we will commit to coaching you along the way.

- Do you want to make a commitment to helping a substantial number of patients live stronger longer, with a Diphasic Nutrition Plan to maximize their Vital Reserves? Getting your office geared up to deliver Metabolic Therapy based on the Diphasic Plan is truly ...

### **THE ESSENCE OF BUILDING YOUR DREAM PRACTICE.**

Patients empowered by the Diphasic Nutrition Plan will have made a high level of commitment --- giving you a lifelong stream of income in return for your knowledge and expertise. Furthermore, these well-educated DNP patients will not only generate income month after month after month, but these will also be your patients who generate an unbelievable number of referrals. If you are committed to building such a dream practice, we are committed to giving you the unique products and personalized guidance you need.

- If you are committed to being an extraordinary “hot shot” nutritionist --- offering the ultimate in Metabolic Therapy --- then, make the commitment for you and your staff to master the complete NUTRI-SPEC Metabolic Testing System. 3 to 10 weeks of Metabolic Balancing Therapy followed by a lifelong DNP to maximize Vital Reserves is the best (and most lucrative and most gratifying) you can offer any patient. You will become “famous” in your community; you will have people referred to you from far and wide. If you and your staff are prepared to make that level of commitment, NUTRI-SPEC is committed to stand by your side week after week, year after year.

Yes, ask yourself --- “What level of commitment do I want to make to Metabolic Therapy, knowing that at long last the science of NUTRI-SPEC is being delivered to me as a system I can implement simply and quickly?”

To answer that question meaningfully, there are 2 defining follow-up questions to consider ...

- “How much more money do I want to make, and, am I willing to work hard enough to enrich my patients at that level of exchange?”
- How much time and energy can I (and my staff) devote to NUTRI-SPEC and still have fun?”

Truly --- you and your staff must have fun. Delivering NUTRI-SPEC at whatever level of commitment you choose should be an absolute joy for everyone in your office. You, your staff, and your patients should all be at ease. Yes, you will be working hard, but you will be working smart,

and just bubbling with enthusiasm over the unique value you offer your patients.

Every family you and your staff gets on to Eat Well – Be Well, Activator, and Mighty Mins should be cause for celebration. (--- And --- we illustrated in your August Letter how nothing more than that Level 1 commitment to your patients will generate \$25-30,000 a year in extra income. --- Simple. Fun.)

Every time you and your staff energetically announce to patients that you are going to “do a little extra testing today” because you see the opportunity to add an entirely new dimension to their level of health, should be an exercise in eager anticipation. The resulting recommendations you make as part of your Sympathetic/Parasympathetic Support System (a procedure that lends itself phenomenally well to a chiropractic practice) should have you, your staff, and your patients buzzing with excitement when your findings indicate the need for Complex P and a few supporting supplements. --- And --- your enthusiasm will be multiplied 10-fold when your patient’s heart rate comes up to the level of a functional human being, the dermatographics calms down, and the edema that has been nagging the patient for years begins to dissipate. --- All the while the patient’s Parasympathetic symptoms respond marvelously.

Every time you have a patient who is sincerely devoted to maximizing health through nutrition, you and your staff will be overjoyed to inform the patient that you can deliver exactly what that patient wants --- with a vitality-boosting Diphasic Nutrition Plan based on sound physiology and biochemistry. You and your staff should be bursting with joy knowing you have helped yet another person live stronger longer.

Imagine the wide-eyed wonder of a patient for whom the Dermographics reveals a huge red line, itching with welts --- while the leg Dermographics yields an equally wide white line that lingers and lingers. Your patient will be gushing with questions --- “What does that mean? What does that tell you? Does that mean there is a problem?” --- All the while you and your staff will have the gratification of telling the patient on whom you are doing Barrier Busters Analysis that, “This is an important series of tests we have done here --- and you will not find another doctor who does this.” You can proudly and joyfully proclaim, “The information these tests give us about your body chemistry will guide us through some very specific Metabolic Therapy that you cannot get anywhere else.”

Every time you have a patient looking for The Ultimate Metabolic Therapy --- and --- is committed enough to team up as your partner in

the 10-week adventure of NUTRI-SPEC Metabolic Balancing, you and your staff should be thoroughly pumped up. You have the self-assurance to confidently state ...

“Mrs. Jones, from your history alone we can see you have some significant health problems. As you get older, these health problems are not only going to get worse, but also they will get worse at an accelerating rate. You have already tried to “cure” your symptoms with a series of remedies --- some of them pharmaceutical drugs, and some of them “natural” cures. While the doctors that recommended those remedies may have been well-meaning, the reason this disease-specific symptom chasing has not yielded the results you desire is because it does not begin to address the fundamental causes of your health problems.

“----- We do not give remedies. We will not give you one bottle of pills to treat your depression and another bottle of pills to help you lose weight. We use a system called NUTRI-SPEC Metabolic Therapy. We will run a series of nearly 60 tests on you. The results of those tests will tell us exactly in which ways your body chemistry is off balance, and in which ways your metabolism is not as strong and as efficient as it should be. We can then put together your own individualized plan of Metabolic Therapy designed not to treat your symptoms, but to get to the root causes of those symptoms by restoring balance to your body chemistry and powering up your metabolism.

“Do you understand what we are offering you? Is this why you came to our office?”

--- Once you secure a point of agreement from your patient, you and your staff should have butterflies in your tummy --- as you cannot wait to see the results of this patient’s NUTRI-SPEC tests. You are having fun. You are giving your patients riches they cannot find anywhere else. You are getting rich yourself in a way that is both lucrative and gratifying.

- The urotensiometer was no fun! --- It is gone.
- The rest of the testing system could be challenging and time consuming. --- It is streamlined and quick (though you still must demand of your staff precision and accuracy.)
- The QRG Analysis of the Test Results Form sometimes required you to travel a circuitous route, and the patient’s drugs often blew you off course. --- Now, identifying Imbalances and choosing supplements is a breeze.

- NUTRI-SPEC was an all-or-none proposition. Either you and your patient made the huge commitment to Metabolic Balancing and/or a DNP, or, there was not much else you could offer beyond a Level 1 commitment. --- Finally, you can make a Level 2 or Level 3 commitment to patients with your Sympathetic/Parasympathetic Support System and Barrier Busters Analysis.

Level 1, Level 2, Level 3, Level 4, Level 5? Family practice, Sympathetic/Parasympathetic Support System, Barrier Busters Analysis, DNP, Metabolic Balancing? --- It all comes down to exchanging a commitment with your patients such that they ...

### **LIVE STRONGER LONGER.**

Emphasizing that theme of living well and living long, let us offer you a special this month on Oxy Power, and Immuno-Synbiotic --- 2 **FREE** with every 10 you buy. --- Why those particular supplements?

Saved in My Favorites, I have 14 studies demonstrating that the rate of aging is directly proportional to the level of Prostaglandin E2 in the body. Most of these studies involve increasing the levels of PGE2 in experimental animals, then analyzing the rate of aging, as well as analyzing ways to decrease the PGE2. How do researchers accelerate the production of PGE2 in test animals? --- With LPS, also known as endotoxin, the bacterial toxins that come from a rotten gut --- the same rotten gut all your patients present with. --- And --- how do you minimize the amount of endotoxin each of your patients is absorbing and converting into PGE2? --- With Immuno-Synbiotic.

At least 8 of the 14 studies demonstrate that supplementation with vitamin E is the most powerful nutritional means to decrease PGE2, and thus all the age-related diseases such as cardiovascular disease, dementia, etc., etc. Furthermore, it is demonstrated that while ordinary vitamin E is good, mixed tocopherols and all associated nutrition factors are far more effective --- and --- the effectiveness is not solely due to the measurable antioxidant activity of these tocopherols (and tocotrienols). In other words, the tocopherols and tocotrienols in your Oxy Power (Diphasic P.M.) are “magical” --- slowing the aging process by means not yet entirely explained.

Serve your patients. --- They all need Immuno-Synbiotic and Diphasic P.M. (and so do you).

Life is too short not to have fun. Life is too short not to be rich.